

TOWNSHIP OF MARLBORO

1979 TOWNSHIP DRIVE
MARLBORO, NJ 07746-2299

www.marlboro-nj.gov

Mayor

Jonathan L. Hornik

Telephone:

(732) 536-0200

Business Administrator

Jonathan A. Capp

Fax:

(732) 536-9652

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Dear Marlboro Business Owner:

The Marlboro Township Economic Development Committee (EDC) is committed to increasing your sales revenues and the number of new customers/clients that visit your business. One way we do this is through our ongoing, targeted, town-wide marketing campaign--**Shop Marlboro!** The EDC believes that there is a correlation between an increase in spending for local goods and services and a reduction in residential property taxes. Therefore, our goal is to incentivize Marlboro's residents to keep their purchasing dollars for goods and services in Marlboro, and lower their property taxes by doing so. You may recall that last May we successfully launched the **Shop Marlboro!** campaign, with thousands of our residents participating and many of our businesses reporting a huge spike in sales, some as high as 800%!

The 2011 **Shop Marlboro!** campaign will kick off on Saturday May 21, 2011, and continue through and including Monday, May 30, 2011. The EDC will again rally Marlboro residents (over 15,000 households—that's more than 40,000 residents!) into spending action during this period and in the process introduce them to the many great Marlboro business establishments about which they may be currently unaware. We will challenge Marlboro residents to think twice about exporting their purchasing dollars for goods and services to surrounding Towns, and to instead **Shop Marlboro!** whenever possible.

How will the EDC rally residents to purchase goods and services in Marlboro?

- By promoting the importance of **Shop Marlboro!** through articles in local media;
- By posting a huge **Shop Marlboro!** billboard on Route 79 and **Shop Marlboro!** signs in Town;
- By sending e-mails from Mayor Jon Hornik and the Township Council to Marlboro's residents;
- By highlighting the campaign on the Township's website and through social media networks;
- By procuring lower advertising rates for businesses that want to advertise their **Shop Marlboro!** promotions;
- By holding a **Shop Marlboro!** scavenger hunt that will require participants to come to your establishment.

What can YOU do to maximize your sales revenues during Shop Marlboro! (May 21-30)?

Last year we found that the business owners that realized the greatest increases in revenues during the **Shop Marlboro!** campaign were the ones that both offered aggressive **Shop Marlboro!** promotions to its customers and also effectively advertised these promotions on our Township website (free of charge) and in several of the local print and electronic publications (at the discounted rates that we procured for you). Please visit us at <http://www.marlboro-nj.gov/economic-development/shop-marlboro-quick-tips.html> to avail yourselves of these opportunities.

List your business in the Township's Merchant Directory (for free) at www.marlboro-nj.gov/EDC-Business-registration-form.html.

Add the **Shop Marlboro!** logo to your own website so that site visitors (and potential customers of yours) will see that you are a participating **Shop Marlboro!** merchant. It is easy to do this and takes just a moment. Please click or visit here <http://www.marlboro-nj.gov/economic-development/logo=download.html> and follow the instructions.

You should also use the **Shop Marlboro!** logo in all of your printed marketing, advertising, promotional materials and on your website. Click or visit here: <http://www.marlboro-nj.gov/economic-development/images/Shop-Marlboro-Logo.pdf>.

In addition, the 2011 **Shop Marlboro!** scavenger hunt is a great way to further your business goodwill and marketing of your business. There is no cost to your business to participate in the Hunt, but you will fully benefit from it only if you are engaged in the process. Click or visit here: <http://www.marlboro-nj.gov/economic-development/2011shop-marlboro.html>.

Stay tuned for additional updates about 2011 **Shop Marlboro!** Together, we can make great things happen for your business and our Town!

Marlboro Township Economic Development Committee

Mayor Jon Hornik



Larry Rosen, Deputy Mayor/EDC Director

